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ABSTRACT

This information capsule presents an overview of the enrollments in the 28 Florida community colleges in comparison to the college-age population in the related counties. The purpose of the report is to determine: (1) the degree of market penetration or percent draw of the "college-age" population; (2) assess the effects of Vocational Technical Centers and universities on the community college draw; (3) study student program area preferences; and (4) examine the potential for increasing enrollments at the College. The college-age populations shown are aggregates of the 15-24 and 25-44 age group for each county. In 1995-96, 12.6% of the Florida college-age population, totaling 783,154 students, enrolled in community colleges. Colleges that drew the highest proportion of the college-age population were also likely to be area Vocational Technical Centers, which focus on adult vocational education, supplemental, and adult basic education program areas. The presence of a public state university within the county of the community college did not noticeably affect the draw of students to the college. In Table 1, colleges are ranked by the percent draw of college-age population to the community college. Table 2 presents the same data, sorted alphabetically by college, while Table 3 displays the top seven and bottom seven colleges. Contains 3 tables. (NB)

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The Draw to Florida Community Colleges From Florida's "College-Age" Population By Program Areas

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JC 990 227

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MIAMI-DADE COMMUNITY COLLEGE - INSTITUTIONAL RESEARCH

INFORMATION CAPSULE

I.C. No. 98-14C

October 1998

The Draw to Florida Community Colleges From Florida's "College-Age" Population By Program Areas

Purpose

This capsule presents an overview of the enrollments in the 28 Florida public community colleges compared to the college-age population in their associated counties. The purpose of this effort is to determine the degree of market penetration or percent draw of the "college-age" population, assess the effects of Vocational Technical Centers and universities on the community college draw, study student program area preferences, and examine the potential for increasing enrollments at the College.

Summary

In 1995-96, 12.6% of the Florida college-age population enrolled in community colleges (783,154 students). Gulf Coast Community College drew the highest proportion of its college-age population (28%), and St. Johns the lowest (5.5%). Miami-Dade Community College drew 11% or 101,386 students. Colleges that drew the highest proportion of the college-age population were also likely to be area Vocational Technical Centers. These centers focus on Postsecondary Adult Vocational Education, Supplemental, and Adult Basic Education program areas. The presence of a public state university within the county of the community college did not appreciably effect the draw of students to the college.

Introduction

Miami-Dade Community College is the largest community college in the state of Florida and Dade County is the most populous county in the state. Do colleges in large population centers tend to draw a higher proportion of college-age students to their campuses? What program areas are popular at colleges that draw a large proportion of their population? What influences do Vocational Technical Centers and public universities have on the draw of the college-age population to community colleges? Does the proportion of college-age population drawn in a county service area define additional markets to target for enrollment development? This capsule addresses these issues.

Methodology

County population data were derived from the mid-decade estimates of the Bureau of Economic and Business Research at the University of Florida (BEBR). Age data were available only in fixed categories. Therefore, the college-age populations shown here are aggregates of the 15-24 and 25-44 age group for each county. BEBR did not supply separate data for the pre-college age group (<18). Some data were available at the state level, however, and including data on the younger group did not appear to disproportionately distort population size for the counties examined.

The 67 Florida counties are affiliated with the state's 28 community colleges as described in The Fact Book of the Florida Community College System (January 1997). Nine Florida community colleges have a single county service area and the other nineteen community colleges service from two to six adjacent counties. Wherever counties were combined in a community college service area, the aggregated age data for each county were used.

Resident student data include U.S. citizens and resident aliens/asylees who are Florida residents. Students from states other than Florida and visa students are not included. This allows comparison of Florida resident college enrollment data with the state's resident population data. Resident enrollment data of this type are not in general circulation, and were custom programmed for the College by the Bureau of Educational Services and Research in Tallahassee. The list of area Vocational Technical Centers was found in Part 2 of the 1979-80 edition of the Report for Florida Community Colleges. University proximity was determined by the location of a public university in the same county as the community college. A more complete view of higher education competition should include proprietary schools but there are no statewide data available.

Results

Table 1 contains data on the 28 community colleges and their associated counties. Colleges that are also area Vocational Technical Centers are noted with a double asterisk (**). If a public university is present in the service area, it is shown in parentheses. Colleges are ranked by the percent draw of the college-age population to the community college. This draw was computed using Florida resident students over a base of the college-age population. The highest proportion of this age group was drawn by Gulf Coast (28%) and the lowest proportion was drawn by St. Johns (5.5%). Six community colleges drew 20%-28% of the population. Half of the colleges drew 10%-15% of the population. Boosting the proportional draw is the existence of area Vocational Technical Centers at college campuses; twelve of the fourteen highest ranked community colleges were also Vocational Technical Centers. The proximity of public universities did not appear to influence proportional draw.

Table 2 presents the data of the previous table alphabetically by college name. Data include both credit and non-credit enrollments. M-DCC (with 101,386 students) is nearly 35 times bigger than North Florida Community College with its six-county service area and 2,912 students. Florida Community College at Jacksonville is the second largest college in enrollments with 85,208 students. Palm Beach Community College is the third largest with 49,064 students. There is great diversity in size of college enrollments but the correspondence between the size of college enrollments and size of the college-age population is not readily apparent.

Turning to the column showing "College-Age Population", Dade County has the largest population - 878,579 and, Monroe County has the smallest - 35,938. Each of these counties is associated with a single community college - Miami-Dade and Florida Keys with rankings of proportionate draw at 17 and 16, respectively. Regarding M-DCC's rank, a factor for consideration is the direct entry high school graduation segment of the college-age population. Across recent past years, the percent draw of direct entry high school graduates to the state's 28 community colleges has varied by about twenty percentage points. Miami-Dade Community College has consistently attained the No. 1 position in the state of Florida for highest draw of direct entry high school graduates at approximately 40%, according to the Division of Community College's Accountability Data Reports. This suggests that there may be opportunities for M-DCC to increase its draw of college-age individuals who are not direct-entry high school graduates.

The total for the state's college-age population is fewer than six million and the unduplicated number of college students is 783,154. The latter figure includes credit, non-credit, as well as non FTE-funded enrollments (Recreation and Leisure). Of the college-age population, 87.4% were not enrolled in the Florida Community College System, suggesting some potential for increasing enrollments within the System.

Table 3 displays the top seven and bottom seven colleges by the draw ranks shown in Table 1. The 1995-96 data for the Florida Community College System are displayed for each of these contrasting groups by credit program areas (Associate in Arts, Associate in Science, and College Preparatory) and non-credit program areas (Postsecondary Adult Vocational Education, Supplemental, Adult Basic/Secondary). Numbers displayed for degree credit programs are "in-program" enrollments, that is, students have credits earned in their major field. Students were unduplicated within program area by the Division of Community Colleges. Column total credit percent and total non-credit percents are highlighted. The grand total aggregates both credit and non-credit totals. Row totals are shown for the top seven and bottom seven colleges. For comparison convenience, data for Miami-Dade Community College are provided immediately above the Florida Community College System figures at the bottom. The single asterisk after the name of the college denotes an area Vocational Technical Center.

Six of the seven top ranked colleges are area Vocational Technical Centers. For the most part, top draw colleges show relatively heavy proportions of Postsecondary Adult Vocational, Supplemental and Adult Basic Education enrollments and, conversely, low ranked colleges tend toward credit program areas. Gulf Coast had 57% of its total college annual enrollments in the supplemental area, followed by Brevard at 54%, and Lake City at 50%. In contrast, 7% of St. Johns total annual enrollments chose supplemental courses. For the performance of the entire supplemental segment, the top group averaged 40% enrolled in supplemental courses, while the bottom group averaged only 21%.

The Adult Basic/Secondary enrollments of the top group were substantial. The group average was 21%, compared to the low group's average of 1.3%. This was true in spite of two 0% enrollments for the top group. South Florida Community College had 43% of its enrollment in Adult Basic. The top group's Postsecondary Adult Vocational Education absolute draw of 13,089 students dramatically contrasts with the low group's draw of 1,876. Total non-credit percents also reflect a mammoth gap between groups, 67% for the top and 24% for the bottom. In all cases, the top draw colleges were greatly in excess of the Florida system average while the low draw colleges were greatly below system average.

Looking now at credit enrollments, bottom group proportions show relatively heavy emphasis in credit program areas. In each of these three areas, the bottom group percents far exceeded Florida system average proportions while the top group fell below system average. For example, the bottom group average for the Associate in Arts area was 42% whereas, the Florida system was 30%. Contrarily, the top group had an average of 16%. This trend of high proportions of credit enrollments for the bottom group and low proportions of credit enrollments for the top group was evident for each of the other two credit program areas.

An exception to patterns is, however, found at North Florida Community College, ranked 27. Though in the bottom group, its total proportions are more akin to the top group. Scrutiny of data prepared by the Institute of Science and Public Affairs of the Florida State University, Atlas of Florida (1992), indicate that North Florida Community College's six county service area is characterized by light population density and slow population growth. Further, economic activity consist of agriculture, single or two factory domination, low per capita income, and high social security, unemployment, and welfare payments. These combined factors are probable influences to strong interest in non-credit education.

The current pervasive interest of the public across counties for supplemental, Postsecondary Adult Vocational, and Adult Basic Education courses is clear. These courses fulfill an important college mission and, certainly, the needs of the economy and labor market. Different educational needs attend changes in demographics and so must colleges adjust to meet these needs. With the rapidity of change also occurring in technology and

the pressure for perpetual development and skills upgrade in the work force, the probability of demand for these courses will press more heavily upon the colleges.

In conclusion, we have observed that the college-age population (ages 15-44) in Florida accounts for 12.6% of the enrollments in the Florida Community College System and that colleges which emphasize non-credit programs draw a much larger share of students than those which do not. Miami-Dade Community College is currently exploring possibilities for further expanding into this market, given the new workforce legislation. Opportunities for future studies might entail assessing the degree of eligibility of the untapped college-age population for public higher education programs. Further segmentation of the college-age population for the purpose of directing marketing effort should improve marketing and recruitment results. Of necessity are consideration of specific factors such as the educational levels of the target population, skills needed, age, gender, ethnicity, and financial circumstances in relation to program/course areas and local labor market requirements.

Anne Baldwin:ab

Table 1
Florida Counties: "College-Age"* Population
Compared to Resident Enrollments in Florida Public Community Colleges
1995-96
By Percent Drew of Florida-Resident Students

Community College	County (university within first county listed)	"College-Age" Population	College Number Undupl***	Resident Students	Resident Draw	Rank
Gulf Coast	Bay, Franklin, Gulf	72,364	21,221	20,329	28.1%	1
South Florida**	Highlands, DeSoto, Hardee	41,853	10,669	9,799	23.4%	2
Indian River**	St.Lucie, Indian River, Martin, Okeechobee	150,923	42,197	34,341	22.8%	3
Jacksonville**	Duval, Nassau (University of North Florida)	365,489	85,208	83,120	22.7%	4
Daytona Beach**	Volusia, Flagler	168,552	35,952	34,971	20.7%	5
Brevard**	Brevard	183,210	38,288	37,340	20.4%	6
Lake City**	Columbia, Baker, Dixie, Gilchrist, Union	50,838	8,128	7,984	15.7%	7
Okaloosa-Walton**	Okaloosa-Walton	91,742	14,600	14,305	15.6%	8
Santa Fe**	Alachua, Bradford (University of Florida)	126,043	20,207	19,327	15.3%	9
Seminole**	Seminole	154,166	24,896	23,293	15.1%	10
St. Petersburg	Pinellas	323,926	47,396	45,481	14.0%	11
Central Florida **	Marion, Citrus, Levy	119,964	17,967	17,710	14.8%	12
Palm Beach	Palm Beach (Florida Atlantic University)	366,517	49,064	46,565	12.7%	13
Chipola**	Jackson, Calhoun, Holmes, Liberty, Washington	48,334	6,283	5,934	12.3%	14
Pensacola	Escambia, Santa Rosa (University of West Florida)	176,389	25,613	21,240	12.0%	15
Florida Keys**	Monroe	35,938	4,442	4,129	11.5%	16
Miami-Dade	***Miami-Dade (Florida International University)***	***878,579***	***101,386***	***96,237***	***11.0%***	***17***
Tallahassee	Leon, Gadsden, Wakulla (FSU, FAMU)	153,289	16,150	15,666	10.2%	18
Valencia	Orange, Osceola (University of Central Florida)	442,830	47,540	45,934	10.4%	19
Polk	Polk	173,799	17,728	17,406	10.0%	20
Manatee	Manatee, Sarasota	173,938	17,241	16,868	9.7%	21
Pasco-Hernando**	Hernando, Pasco	130,256	12,407	12,174	9.3%	22
Hillsborough	Hillsborough (University of South Florida)	410,876	38,080	36,888	9.0%	23
Edison	Lee, Charlotte, Collier, Glades, Henry (Gulf Coast University)	256,099	21,572	21,118	8.2%	24
Lake-Sumter	Lake, Sumter	72,629	5,879	5,790	8.0%	25
Broward	Broward	566,732	43,134	41,524	7.3%	26
North Florida**	Madison, Hamilton, Jefferson, Lafayette, Suwanee, Taylor	45,245	2,912	2,833	6.3%	27
St. Johns	Putnam, Clay, St.Johns	124,966	6,994	6,916	5.5%	28
System Total		**5,905,486**	**783,154**	**745,222**	**12.6%**	

*Age categories available, 15-24 and 25-44, were summed and are 1996 estimates.

**Area Vocational Technical Center

***Includes credit, non-credit, and non FTE-funded enrollments.

Data Sources:

Bureau of Economic and Business Research, University of Florida. Florida Population Studies. Vol 3, No. 3, Bulletin 118, July 1997.

The Fact Book, Florida Community College System, January 1997.

Report for Florida Community College 1979-80 Part 2.

Division of Community Colleges Database for 1995-96 Florida residents.

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Table 2

Florida Counties: "College-Age"* Population
Compared to Resident Enrollments in Florida Public Community Colleges
1995-96
Alphabetical by Community College

Community College	County (university within first county listed)	"College-Age" Population	College Number Undupl***	Resident Students	Resident Draw	Rank
Brevard**	Brevard	183,210	38,288	37,340	20.4%	6
Broward	Broward	566,732	43,134	41,524	7.3%	26
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Edison	Lee, Charlotte, Collier, Glades, Hendry (Gulf Coast University)	256,099	21,572	21,118	8.2%	24
Florida Keys**	Monroe	35,938	4,442	4,129	11.5%	16
Gulf Coast	Bay, Franklin, Gulf	72,364	21,221	20,329	28.1%	1
Hillsborough	Hillsborough (University of South Florida)	410,876	38,080	36,888	9.0%	23
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Jacksonville**	Duval, Nassau (University of North Florida)	365,489	85,208	83,120	22.7%	4
Lake City**	Columbia, Baker, Dixie, Gilchrist, Union	50,838	8,128	7,984	15.7%	7
Lake-Sumter	Lake, Sumter	72,629	5,879	5,790	8.0%	25
Manatee	Manatee, Sarasota	173,938	17,241	16,868	9.7%	21
Miami-Dade	***Dade (Florida International University)***	***878,579***	***101,386***	***96,237***	***11.0%***	***17***
North Florida**	Madison, Hamilton, Jefferson, Lafayette, Suwanee, Taylor	45,245	2,912	2,833	6.3%	27
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Palm Beach	Palm Beach (Florida Atlantic University)	366,517	49,064	46,565	12.7%	13
Pasco-Hernando**	Hernando, Pasco	130,256	12,407	12,174	9.3%	22
Pensacola	Escambia, Santa Rosa (University of West Florida)	176,389	25,613	21,240	12.0%	15
Polk	Polk	173,799	17,728	17,406	10.0%	20
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Seminole**	Seminole	154,166	24,896	23,293	15.1%	10
South Florida**	Highlands, DeSoto, Hardee	41,853	10,669	9,799	23.4%	2
St. Johns	Putnam, Clay, St.Johns	124,966	6,994	6,916	5.5%	28
St. Petersburg	Pinellas	323,926	47,396	45,481	14.0%	11
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**Area Vocational Technical Center

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Data Sources:

Bureau of Economic and Business Research, University of Florida. Florida Populations Studies, Vol 3, No 3, Bulletin 118, July 1997.

The Fact Book, Florida Community College System, January 1997.

Report for Florida Community College 1979-80 Part 2.

Division of Community Colleges Database for 1995-96 Florida residents.

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Table 3

High Draw Versus Low Draw Colleges:

Comparison of Program Area Enrollments**

Annual 1995-1996

		Credit Areas							Non-Credit Areas						Total	
		Associate in Arts		Associate in Science		College Preparatory		Total Credit	Postsecondary Adult Vocational		Supplemental		Adult Basic and Secondary		Non-Credit	Grand
Community College	Draw Rank	Number	Percent	Number	Percent	Number	Percent	Percent	Number	Percent	Number	Percent	Number	Percent	Percent	Total
Top Seven																
Gulf Coast	1	4,587	23.1%	1,376	6.9%	1,684	8.5%	38.6%	780	3.9%	11,350	57.2%	56	0.3%	61.4%	19,833
South Florida*	2	1,505	13.7%	561	5.1%	610	5.6%	24.4%	1,619	14.8%	1,997	18.2%	4,661	42.6%	75.6%	10,953
Indian River*	3	4,385	15.0%	1,463	5.0%	2,131	7.3%	27.3%	1,610	5.5%	8,149	27.9%	11,438	39.2%	72.7%	29,176
Jacksonville*	4	7,754	9.4%	7,742	9.4%	6,705	8.1%	26.8%	5,593	6.8%	34,469	41.6%	20,503	24.8%	73.2%	82,766
Daytona*	5	6,783	20.6%	4,033	12.3%	3,565	10.8%	43.7%	1,000	3.0%	8,166	24.8%	9,357	28.4%	56.3%	32,904
Brevard*	6	9,619	25.7%	2,410	6.4%	3,341	8.9%	41.0%	1,699	4.5%	20,374	54.4%	0	0.0%	59.0%	37,443
Lake City*	7	724	10.0%	395	5.4%	827	11.4%	26.8%	788	10.8%	3,667	50.4%	873	12.0%	73.2%	7,274
Total Top Seven		***35,357***	***16.0%***	***17,980***	***8.2%***	***18,863***	***8.6%***	***32.8%***	***13,089***	***5.9%***	***88,172***	***40.0%***	***46,888***	***21.3%***	***67.2%***	***220,349***
Bottom Seven																
Pasco-Hern*	22	4,937	39.9%	1,607	13.0%	1,202	9.7%	62.5%	1,128	9.1%	3,514	28.4%	0	0.0%	37.5%	12,388
Hillsborough	23	14,472	45.0%	4,248	13.2%	6,893	21.4%	79.6%	154	0.5%	6,391	19.9%	0	0.0%	20.4%	32,158
Edison	24	5,591	36.5%	1,465	9.6%	2,343	15.3%	61.3%	-	0.0%	5,933	38.7%	0	0.0%	38.7%	15,332
Lake-Sumter	25	1,301	30.5%	741	17.4%	961	22.5%	70.4%	-	0.0%	1,263	29.6%	0	0.0%	29.6%	4,266
Broward	26	13,903	41.5%	4,563	13.6%	10,441	31.2%	86.3%	73	0.2%	4,532	13.5%	0	0.0%	13.7%	33,512
North Florida*	27	752	29.0%	2	0.1%	252	9.7%	38.8%	521	20.1%	616	23.7%	452	17.4%	61.2%	2,595
St. Johns	28	3,667	52.5%	729	10.4%	1,162	16.6%	79.6%	-	0.0%	518	7.4%	908	13.0%	20.4%	6,984
Total Bottom Seven		***44,623***	***41.6%***	***13,355***	***12.5%***	***23,254***	***21.7%***	***75.8%***	***1,876***	***1.7%***	***22,767***	***21.2%***	***1,360***	***1.3%***	***24.2%***	***107,235***
Miami-Dade	***17***	***25,693***	***35.7%***	***5,343***	***7.4%***	***18,778***	***26.1%***	***69.3%***	***1,616***	***2.2%***	***20,251***	***28.2%***	***200***	***0.3%***	***30.7%***	***71,881***
FL CC System		**199,152**	**30.3%**	**61,126**	**9.3%**	**101,230**	**15.4%**	**55.1%**	**22,408**	**3.4%**	**211,880**	**32.3%**	**60,431**	**9.2%**	**44.9%**	**656,227**

*Area Vocational Technical Center

**Excludes General Freshmen, Limited Access Programs, Recr & Leisure, Life Long Learning, apprenticeship, employment upgrade, personal objective students